

Miss Rodeo North Dakota Organization's Rodeo Sweetheart Program



The Rodeo Sweetheart Program will be held during the Miss Rodeo North Dakota Pageant as a fundraiser for the Scholarship Program and an opportunity to grow the Association.

Pageant Dates: June 12-14, 2025

Miss Rodeo North Dakota Mission Statement:

To create cowgirls with character, while promoting the sport of professional rodeo, the western way of life, and the state.

The Miss Rodeo North Dakota Organization Board is excited to highlight our youngest rodeo enthusiasts in a special way! The Rodeo Sweetheart Pageant will be held during a portion of the Miss Rodeo North Dakota Pageant; and serve as a fundraiser for the Scholarship Program. This is a fun opportunity for girls who love rodeo and the western way of life.

Sweetheart participants can continue to enter the sweetheart program in subsequent years. We hope this opportunity gives our Sweethearts the chance to attend rodeos and community events wearing their crown and banner during the months following the Miss Rodeo North Dakota pageant.

The Sweetheart participants will participate in the Fashion Show and the Pageant Brunch during this year’s MRND pageant! Family and friends are encouraged to attend, as well as watch the below events via Facebook Live on the Miss Rodeo North Dakota Facebook Page!

Rodeo Sweetheart Schedule	
Friday, June 13, 2025	
10 a.m.	MRND Pageant & Brunch <i>(Doors Open at 9 a.m.) (\$30/Adult, \$25/Student, 5 and Under Free - Sweethearts do NOT need tickets)</i>
To follow in following order:	Sweetheart Crowning Brunch Speeches Fashion Show
2:30 p.m.	Cowgirl Mini Golf <i>(tentative & optional)</i>
The Pageant will be held at the North Dakota Cowboy Hall of Fame, 205 Main St.	
Saturday, June 14, 2025 (OPTIONAL & Free to attend)	
11:15 a.m.	Contestant/Visiting Royalty Photos
12:00 p.m.	2026 Miss Rodeo North Dakota Crowning
1:00 p.m.	North Dakota Cowboy Hall of Fame Inductions
The Crowning will be held at the Tjaden Terrace, 3422 Chateau Rd	

**Optional events for participation: autograph signings, coronation on Saturday & speech portion during brunch. The optional event information will be sent when entries are received. Schedule is tentative.*

Sweetheart Pageant Categories:

- Personality
 - This is an opportunity for the girls to showcase their personalities, as well as gain confidence on stage for the future.
- Appearance/Modeling
 - We ask that each girl wear a cowboy hat and boots during the events, as the goal is to promote the western heritage. Long sleeves are not required. The *cost* of the clothing is not important.
 - Each girl will model her selected wardrobe during the Fashion Show Brunch.:
 - Each girl will model one outfit of their choice. This event will highlight the elegant western trends. There is no required “style” for our Sweetheart participants . Skirts, dresses, jeans, jackets, vests are all okay.
 - Hat and boots required.
 - Sash and crown will be officially handed out upon paid registration during the crowning event Friday, and worn for all Sweetheart events.
- Impromptu Speaking:
 - During both the Fashion Show and Pageant Brunch, we will ask each young lady a fun question about themselves! This portion gives the girls an opportunity to showcase their personalities and gain confidence speaking on stage.
 - The Sweetheart participants also may have the opportunity to be interviewed on our social media platforms for friends and family to see!
- Speech [OPTIONAL]:
 - Sweetheart participants are allowed to participate in the speech portion on Friday morning. The speech topic is: *Anything with a Western Theme*.
- The Sweetheart participants will NOT participate in Horsemanship, Written Test, or Interview.

Sweetheart Pageant Rules:

- Girls who are eligible for the Sweetheart category must have obtained the age of 3 and not yet obtained the age of 13 as of June 1st of the competition year.
- Not designed to be competitive.
- We ask that participants promote western fashion: hat and boots required.
- Each participant will receive a crown and 2025 banner during their official crowning.
- Colored headshot [digital] photos are required for pageant promotion and pageant programs.
- Entries are due by: MAY 12th

Miss Rodeo North Dakota Sweetheart of the Rodeo Application

Name: _____

Parent(s) Name: _____

Address: _____

Hometown: _____ Age: _____

If she has a horse, what is it's name? _____

What is her favorite color? _____

What does she want to be when she grows up? _____

Favorite part of rodeo? _____

Fun Fact: _____

Short Bio: _____

Souvenir Rodeo Program

Advertising Contract (Optional)

Contestant Name: _____

Advertising Rates

(Make checks payable to MRND Org)

Size Amount

Full Page \$200.00

1/2 Page \$100.00

1/4 Page \$50.00

No advertising \$0.00

The ad does not have to be "camera ready", but you must include at least a rough layout indicating any text, photos, logos, or other graphics to be included. The designer will work with this information. If you want to use a different photo other than your contestant photo, please enclose that as well.

Participation Agreement

As the guardian of _____, I hereby allow dependant to participate in the Miss Rodeo North Dakota Sweetheart of the Rodeo program hosted by the Miss Rodeo North Dakota Organization.

- a) I hereby release all right, title and interest to photographs and/or public relations materials involving dependent to The Pageant Organization for use in Pageant promotion.
- b) The Pageant Organization has no responsibility or liability for injury resulting from this activity.
- c) I certify that the above information is given freely and is true and accurate.
- d) I agree to pay the \$100 entry fee to the MRND Organization Scholarship .

Signature of Parent or Guardian

Date

Applicants for the Miss Rodeo North Dakota Sweetheart Pageant must submit the following:

- 1. Official Application Form;
- 2. \$100 Entry Fee (payable to the "MRND Org Scholarship");
- 4. Digital Photo (emailed to missrodeonorthdakota@gmail.com);
- 5. Photograph Copyright Release;
- 8. Optional Souvenir Rodeo Program Advertising (payable to "MRND Org")

*******DUE MAY 12TH*******

Documents and fees should be mailed to:

**Miss Rodeo ND Organization
% Sweetheart Program
PO Box 381
Bismarck, ND 58502-0381**

Documents and fees can also be e-mailed and sent via FRIENDS & FAMILY on PayPal to:

MissRodeoNorthDakota@gmail.com